

In the Title

Please substitute the following for the Title, found at both page 1, line 1 and page 20, line 1:

"WEB ADVERTISING METHOD"

In the Abstract

Please substitute the following for the Abstract:

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Link traversals leading from an advertisement on the Web to a product page are determined. The determined link traversals are used as a basis for charging for advertising, for example, by counting the number of link traversals from the advertising page to a product page, or by counting the number of sales resulting from such traversals. The effectiveness of advertising on the Web is evaluated by measuring the number of sales or transactions resulting from link traversals from the advertisement to the page.

In the Specification

Replace the paragraph at page 14, line 16 through page 15, line 6 with the below paragraph:

Additionally, the server may, at any given time, track access history within a client-server session. Such a history profile informs the service provider about link traversal frequencies and link paths followed by users. This profile is produced by filtering transaction logs from one or more servers to select only transactions involving a particular user ID (UID). Two subsequent entries, A and B, corresponding to requests from a given user in these logs represent a link traversal from document A to document B made by the user in question. This information may be used to identify the most popular links to a specific page and to suggest where to insert new links to provide more direct access. In another embodiment, the access history is evaluated to determine traversed links leading to a purchase of a product made within commercial pages. This information may be used, for example, to charge for advertising based on the number of link